

Contributing towards society

EcoFlex first immersed itself into a social cause through work done for 'Ummeed', a Child Development Center at Lower Parel, Mumbai. Ummeed is a non-profit organization with a clear objective to help children who suffer from developmental disabilities. A 250 sq. ft. play area and pathway was installed with *Playsafe* for children's safety. This specially formulated EcoFlex surface has shock absorption properties that cushion falls and minimize unwanted injuries to children.



Fun with safety

Playsafe was recently installed at **Sunderbai Thakersay Play Group**, Churchgate, Mumbai. This surface was laid over an area of 880 sq. ft. for the children's play area. It complements the joyful and carefree nature of the kids and at the same time ensures safety for them.

◆ *Sunderbai Thakersay Play Group, Mumbai*

Jogging with the wind

Avishkar Empress, located in central Mumbai, has installed *Runathon* on the terrace for its jogging track. With this surface installed, jogging is no more an exercise; instead, it is a leisure activity as one can feel the soothing breeze while jogging. Besides, *Runathon*, being soft and resilient, highly durable and sound absorbing, makes it an ideal surface for such applications. It significantly reduces fatigue and prevents one from unwanted injuries.



◆ *Avishkar Empress, Mumbai*



The Herculan effect

Herculan Sports Surfaces B.V. is a Dutch company, certified by the IAAF (International Association of Athletics Federations). Their durable sports floors

are used worldwide for outdoor running tracks as well as indoor stadiums. As part of the tie-up between EcoFlex and Herculan, Mr. Jan Willem, General Manager of Herculan Sports

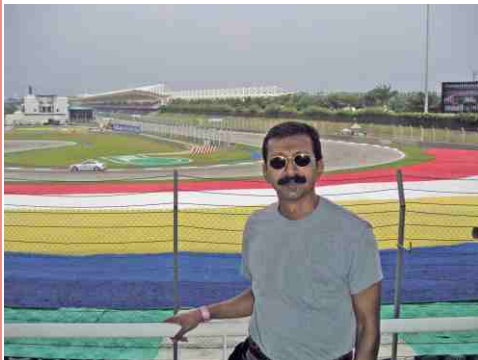
Surfaces, made a visit to India during 3rd to 5th March 06. He spent two days with the EcoFlex team, visiting some outdoor running tracks and indoor stadiums and training the sales and marketing personnel. Mr. Willem also studied the Indian market for good business prospects in the future.



Mr. Jan Willem



Mr. Willem with the EcoFlex Sales & Marketing team



Mr. Karun Sanghi in Malaysia

A corporate stopover

Mr. Karun Sanghi, Director of EcoFlex Flooring, recently made a business visit from 18th to 22nd March 06 to Fairmont Polymers, Malaysia. They supply EcoFlex with EPDM rubber granules to manufacture products. Also on this trip, Mr. Sanghi visited the outdoor running tracks and the indoor stadiums of Malaysia.



Outdoor running track



Indoor stadium

Running countrywide

Kolkata

Having installed Playsafe at Ideal Towers and at the Kool Kidz sites, demand for EcoFlex surfaces is on a steady rise in Kolkata. To add to this, EcoFlex has installed *Playsafe* over a 750 sq. ft. play area at **Keventer Projects Ltd.**, Westwind.



Surat

Tufffloor, a surface for gyms, having high durability and excellent load bearing capacity, was installed at **Surat Cricket Association Club**. It spreads over 1,000 sq. ft. and is well equipped with modern equipments. EcoFlex has also recently appointed a Marketing Partner in Surat.

Gym at Surat Cricket Association Club, Surat ➤



Nasik

At **Vardha Constructions**, Nasik, *Tufffloor* was installed in a gym on an area of 800 sq. ft. This EcoFlex surface is specially formulated for gyms. Besides, as part of its expansion plan, EcoFlex is looking for a Marketing Partner in Nasik.

➤ *Vardha Constructions, Nasik*

Kolhapur

Tufffloor was also installed at a gym in **Sai Nirmiti**, Kolhapur. The place is spread over an area of 750 sq. ft. As with Surat and Nashik, EcoFlex is currently looking for a Marketing Partner in Kolhapur, as the market conditions seem promising.



Riding high

In this adrenalin driven culture of the marketing world, Mr. Chetansing Rajput has come up with strong marketing skills and an approach that is dynamic. He is keen on generating business opportunities and supports the team for new business procurement activities. Product development and business development strategies are some of his strong areas. He supervises the business and the progress chart of his marketing partners in India. Enthusiasm is not just a word for him; instead it is the spirit in him which makes his sales a success story.



EcoFlex[®] 
SAFETY FLOORING

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